

**LIVING
HERITAGE
SYMPOSIUM**

SEPTEMBER 5 - 7, 2018
SAN ANTONIO, TEXAS
SAPRESERVATION.COM



ARTWORK BY STEVE TILLOTSON

Leveraging Living Heritage for Economic Prosperity

Cultural heritage has the potential to build prosperity for communities that practice living heritage. The charge for this session is to develop recommendations so communities can keep their character, both tangible and intangible, through economic development. Local chefs working in culinary traditions, Tucson's "Creative City of Gastronomy" designation, and *Escuelas Taller*—Preservation Trade Schools launched in Spain—will be discussed. Final recommendations may include cultural tourism, traditional skills education, business training, and any method with a proven success record.

Johnny Hernandez, Elizabeth Johnson, Jonathan Mabry, Juan de la Serna

LEVERAGING TUCSON'S DESIGNATION AS A UNESCO CITY OF GASTRONOMY FOR BROAD COMMUNITY BENEFIT



JONATHAN MABRY
TUCSON CITY OF GASTRONOMY





TUCSON'S QUALIFICATIONS

- **THE LONGEST AGRICULTURAL HISTORY OF ANY CITY IN NORTH AMERICA, EXTENDING BACK MORE THAN 4,000 YEARS.**
- **A 300-YEAR TRADITION OF VINEYARDS, ORCHARDS, AND CATTLE RANCHING.**
- **MORE FOODS LISTED ON A WORLDWIDE LIST OF REGIONALLY UNIQUE FOODS ARE GROWN WITHIN 100 MILES THAN ANY OTHER CITY IN NORTH AMERICA.**
- **TUCSON CUISINE BLENDS NATIVE AMERICAN, NORTHERN MEXICAN, MEDITERRANEAN, AND AMERICAN COWBOY FOOD TRADITIONS, AMONG OTHERS.**
- **MORE THAN TWO DOZEN ANNUAL FOOD FESTIVALS, FAIRS, AND TASTINGS OCCUR YEAR-ROUND.**
- **THE TUCSON MEET YOURSELF FOLKLIFE FESTIVAL ATTRACTS MORE THAN 100,000 PEOPLE AND FEATURES FOODS FROM MORE THAN 40 DIFFERENT ETHNIC GROUPS.**



- **THREE JAMES BEARD AWARD-WINNING CHEFS WITH RESTAURANTS HERE.**
- **MORE THAN 2,500 RESTAURANTS AND BARS, TWO-THIRDS OF WHICH ARE LOCALLY OWNED RATHER THAN NATIONAL CHAINS.**
- **MORE THAN 60 RESTAURANTS IN THE WALKABLE DOWNTOWN AREA, 90% OF WHICH ARE LOCALLY OWNED AND UNIQUE.**
- **MORE THAN 50 NEW RESTAURANTS HAVE OPENED IN DOWNTOWN SINCE 2008.**
- **2 TIMES THE NUMBER OF FOOD TRUCKS AND STREET FOOD CARTS PER CAPITA THAN NEW YORK CITY, AND IS TIED WITH LOS ANGELES FOR THE PER-CAPITA NUMBER.**
- **THE “BEST 23 SQUARE MILES OF MEXICAN FOOD” NORTH OF THE BORDER.**
- **FOOD BUSINESSES EMPLOY 39,000 PEOPLE, AND PROVIDE 14% OF ALL JOBS IN THE CITY.**



- ***EDIBLE BAJA ARIZONA MAGAZINE* IS THE LARGEST OF THE 80 *EDIBLE* MAGAZINES NATIONWIDE, REACHING NEARLY 600,000 READERS ANNUALLY WITH NEWS ABOUT THE THRIVING LOCAL FOOD SCENE.**
- **TUCSON IS A GLOBAL LEADER IN SEED BIODIVERSITY CONSERVATION, WITH 5 SEED BANKS CONSERVING MORE THAN 2,000 VARIETIES OF DESERT-ADAPTED SEEDS**
- **FREE DESERT-ADAPTED SEEDS ARE AVAILABLE THROUGH EVERY BRANCH OF THE PUBLIC LIBRARY SYSTEM.**
- **THE UNIVERSITY OF ARIZONA HAS FIVE FOOD RESEARCH CENTERS ON AGRICULTURE, NUTRITION, BIODIVERSITY CONSERVATION, AND CULTURAL FOODWAYS, AND ENGAGES THE COMMUNITY WITH MANY FOOD-EDUCATION PROGRAMS.**
- **THE CITY RECENTLY REVISED ITS REGULATIONS FOR URBAN AGRICULTURE TO MAKE IT EASIER TO GROW AND SELL FOOD IN THE CITY.**
- **THE *COMMISSION ON FOOD SECURITY, HERITAGE, AND ECONOMY* WAS CREATED IN 2015 TO ADVISE THE MAYOR AND COUNCIL ON ADDRESSING FOOD ISSUES.**



- **TUCSON'S SOUTHERN ARIZONA FOODSHED HAS 2,350 FARMS AND RANCHES COVERING 2.3 MILLION ACRES, INCLUDING 122,000 ACRES OF IRRIGATED CROPLAND.**
- **THESE PRODUCERS ANNUALLY SELL \$122 MILLION OF CROPS AND \$73 MILLION OF LIVESTOCK AND PRODUCTS.**
- **43 COMMUNITY GARDENS, 20 SCHOOL GARDENS, AND THOUSANDS OF HOME GARDENS CONTRIBUTE TO A LARGE INFORMAL FOOD ECONOMY.**
- **+30 RESTAURANTS AND MANY BARS AND SCHOOL CAFETERIAS SOURCE SOME INGREDIENTS FROM LOCAL FARMERS, RANCHERS, GARDENERS, SCHOOL GARDENS, AND FORAGERS.**
- **FIVE BOTANICAL GARDENS FOCUS ON ANCIENT AND HISTORICAL EDIBLE PLANTS OF THE REGION.**
- **+20 NON-PROFITS AND GRASSROOTS ALLIANCES ADDRESS FOOD JUSTICE AND FOOD INSECURITY ISSUES.**
- **32 LOCATIONS OFFER FOOD ASSISTANCE BY WAY OF FOOD BANKS, PANTRIES, SOUP KITCHENS, AND MOBILE OUTLETS.**

AFTER DESIGNATION

INVENTORIES OF HERITAGE FOOD INGREDIENTS AND ARTISANAL FOOD PRODUCTS

- More than 145 food products with unique local ingredients
- More than 45 local producers



AFTER DESIGNATION

ASSESSMENT OF AFFORDABLE ACCESS TO FOOD BIODIVERSITY

- 14 local organizations provide access to +2,020 varieties of 130 food crops species, 140 species of wild edible plants, and +200 varieties of fruit, nut, berry, and succulent edibles
- 80 percent of food crop varieties and 40 percent of native perennial food species are available for free or at discount to food-insecure refugees, Native Americans, and low-income community members

Table 2: Diversity of Food Plants Offered by Each Organization Sampled

Seed Banks	Native Seeds/SEARCH	53 cult. food species, 7 wild edible species as seed. 5-8 species as transplants	Desert Legume Program (DELEP)	15 cult. food species, 29 wild edible species, all as seed
Free Seed Libraries	Pima County Public Library Seed Library Inter-Library Loan Network	141 cult. food species, 9 wild species as seed packets or bulbs	Community Seed Bank of Southern Arizona's Community Food Resource Center	20 cult. food species, as seed packets seasonally
Non-Profit or Locally-Owned Community Nurseries	Desert Survivors	7 cult. species, >70 wild edible species as live plants for transplanting	Civano Nursery	64 cult. food species, 4-8 wild edible species as live plants for transplanting
Refugee Gleaning & Gardening Programs	Ishkashitaa Refugee Network	83 cult. food crop species, plus 3 wild edible species as food gleaned	International Rescue Committee/Community Gardens of Tucson	31 cult. food species to give to refugee gardens as seeds or bulbs
Botanical Gardens or Garden Museums	Tohono Chul Park Nursery	17 cult. food species & 33 wild edible species as transplants or seeds	Mission Garden of Friends of Tucson's Birthplace	24 cult. food species, 7 wild edible species on display & as cuttings offered at events
Non-Profit Sources of Plants for Transplanting	Food Conspiracy	3 cult. food species available as transplants, to members	Trees for Tucson	34 cult. species, & 12 wild edible species give away to neighborhoods or prisons
Farmers Markets	St Phillips Plaza	21 cult. food species sold as produce	Mercado San Agustin	40 cult. food species sold as transplants, 36 as food & 3 wild edible species as food
Community Farms	San Xavier Co-op Farm, Tohono O'odham Nation	10 cult. species & 4 edible wild species as produce	Tucson Village Farm of the (University of) Arizona Cooperative Extension	58 cult. food species planted, 2 wild edibles planted for educational purposes
School Gardens	Manzo Elementary of TUSD	35 cult. food species & 1 wild edible as seeds & starts	Robert-Naylor K-8 School	See IRC counts, above
Community Gardens	Blue Moon Community Gardens of Tucson	24 cult. food species, 3 wild edible species grown as food, seeds saved	St. Demetrios Garden/CGT and IRC	23 cult. food species, 1 wild edible species grown as food, seeds saved
Pulgas, Roadside Stands, Swap Meets, Tianguis	Anonymous southside site	14 cult. food species, 2 wild edible species	Anonymous mid-town site	10 cult. food species, & 1 wild edible species
		sold as transplants		sold as transplants

AFTER DESIGNATION

EXHIBIT AT TUCSON MEET YOURSELF FOLKLIFE FESTIVAL

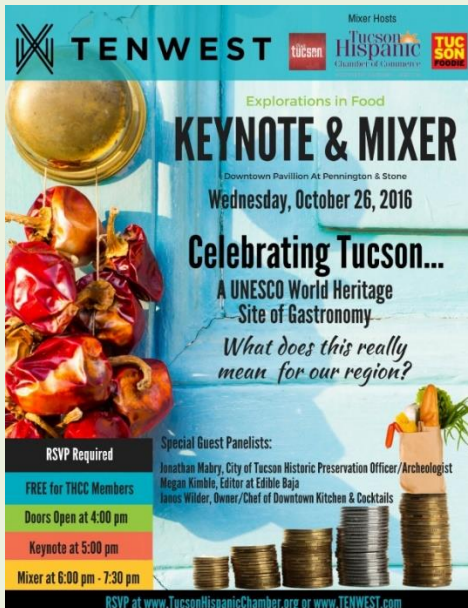
- 6,000 visitors over three days



AFTER DESIGNATION

PARTICIPATION IN PANELS

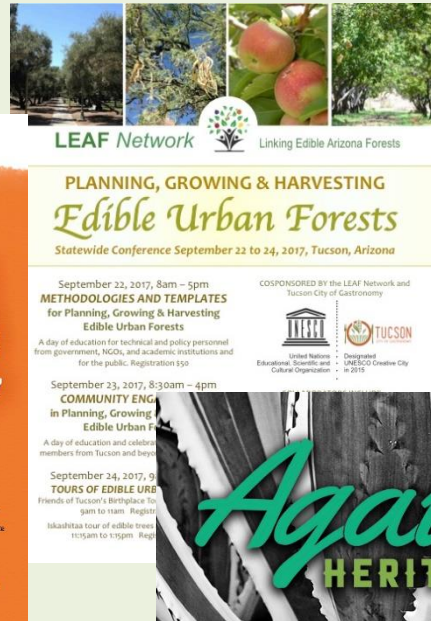
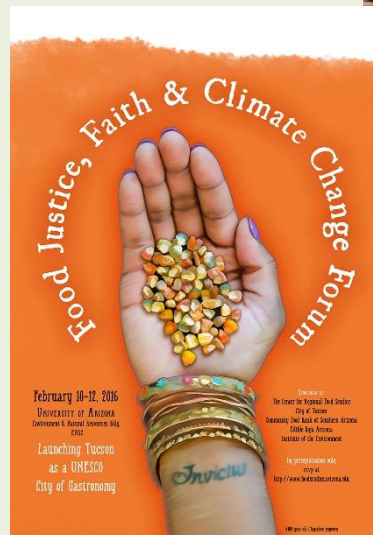
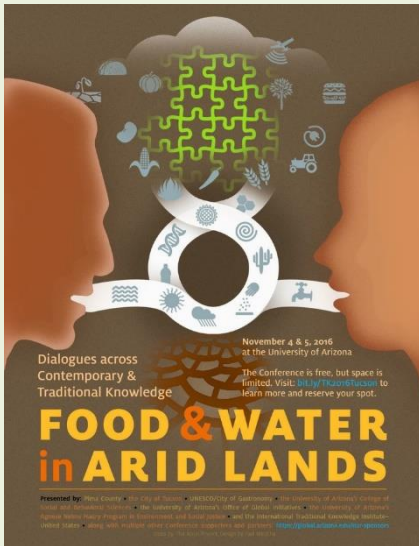
- TenWest
- Arizona Tourism Conference
- Tucson Meet Yourself Folklife Festival
- Hacienda del Sol Heritage Foods Festival
- Earth Day Celebration at Biosphere 2



AFTER DESIGNATION

SPONSORSHIPS OF EVENTS

- Food Justice, Faith & Climate Forum
- Food & Water in Arid lands Conference
- Workshop “Adopting a Language and Culture of Innovation as a UNESCO Creative City”
- Agave Heritage Festival
- Hacienda del Sol Heritage Foods Festival
- Edible Urban Forests Conference



AFTER DESIGNATION

PARTICIPATION IN INTERNATIONAL EVENTS

- “Tucson Feeds Paris” at UNESCO headquarters
- Tucson chefs sent to Parma, Italy; Denia, Spain; Belem, Brazil
- UCCN annual meetings in Sweden, France, Poland
- Cities of Gastronomy meetings in Italy; Spain; Brazil



AFTER DESIGNATION

ENDORSEMENTS OF TOURS, CLASSES, AND EVENTS

- International Refugee Network Luncheon series
- “United Plates of America”
- Food & Farm Finance Forum
- Agave Heritage Festival
- Marana Gastronomy Tours
- El Presidio Gastronomy Tour
- Chef’s Table Dinner



MARANA GASTRONOMY TOUR

Experience an epicurean journey illuminated by 4,000 years of agriculture.

RESERVE NOW

Tour Dates
Fridays, 12:30 p.m. - 6 p.m.
December 1
December 15
January 12
January 19

MARANA.AZ
BORN OF GASTRONOMY
4,000 YEARS OF AGRICULTURE

TUCSON
DOWNTOWN
Chef's Table
THIRD ANNUAL
10.29.17

DOWNTOWN CHEF'S TABLE MENU
October 29th, 2017

HORS D'OEUVRES
PIZZERIA BIANCO
Grilled AZ Sour Dough with Crew's Dairy Goat Cheese & Salsa Verde
REILLY CRAFT PIZZA
Eggplant Toast, Barrio Bread, Scintia, Cherry Tomato, EVOO
PENCA
Citrus-Modelo Braised & Bruleed Pork Belly, Fall Root & Foraged
Roadside Herb Gratin, Guajalote & Beef Demi-Glace, Guajillo Coulis

FIRST
DOWNTOWN KITCHEN + COCKTAILS
Roast Sonoran Mushrooms + Smoked Poblano Scented Mushroom Broth,
green corn tamale pie, habanero papita pesto, spicy red wine syrup

SECOND
AGUSTIN AND COBOKET
Butter Poached Tilapia, Three Sisters Braise
wild arugula, mesquite tulle, prickly pear- del bac whiskey gastrique

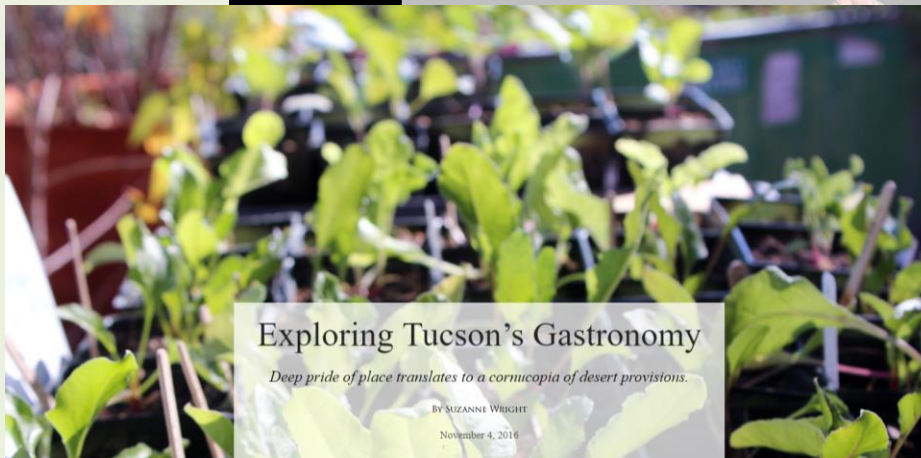
THIRD
HAYMAEDS HARVEST
Rabbit Sausage, Confit Rabbit Leg, Stewed Anasazi Beans
pickled cholla buds, mole rojo, pomegranate, mountain wood sorrel

DESSERT
CHABRO STEAK
Bismarkia Kefira Tiramisu with Warm Cranberry Salsa and Dulce De Leche
in flax with papita brittle crunch

reilly. PIZZERIA BIANCO
DOWNTOWN penca
THE CARRIAGE HOUSE
MARANA
ARIZONAHOUSETUCSON.COM

AFTER DESIGNATION

ARTICLES IN EDIBLE BAJA ARIZONA MAGAZINE



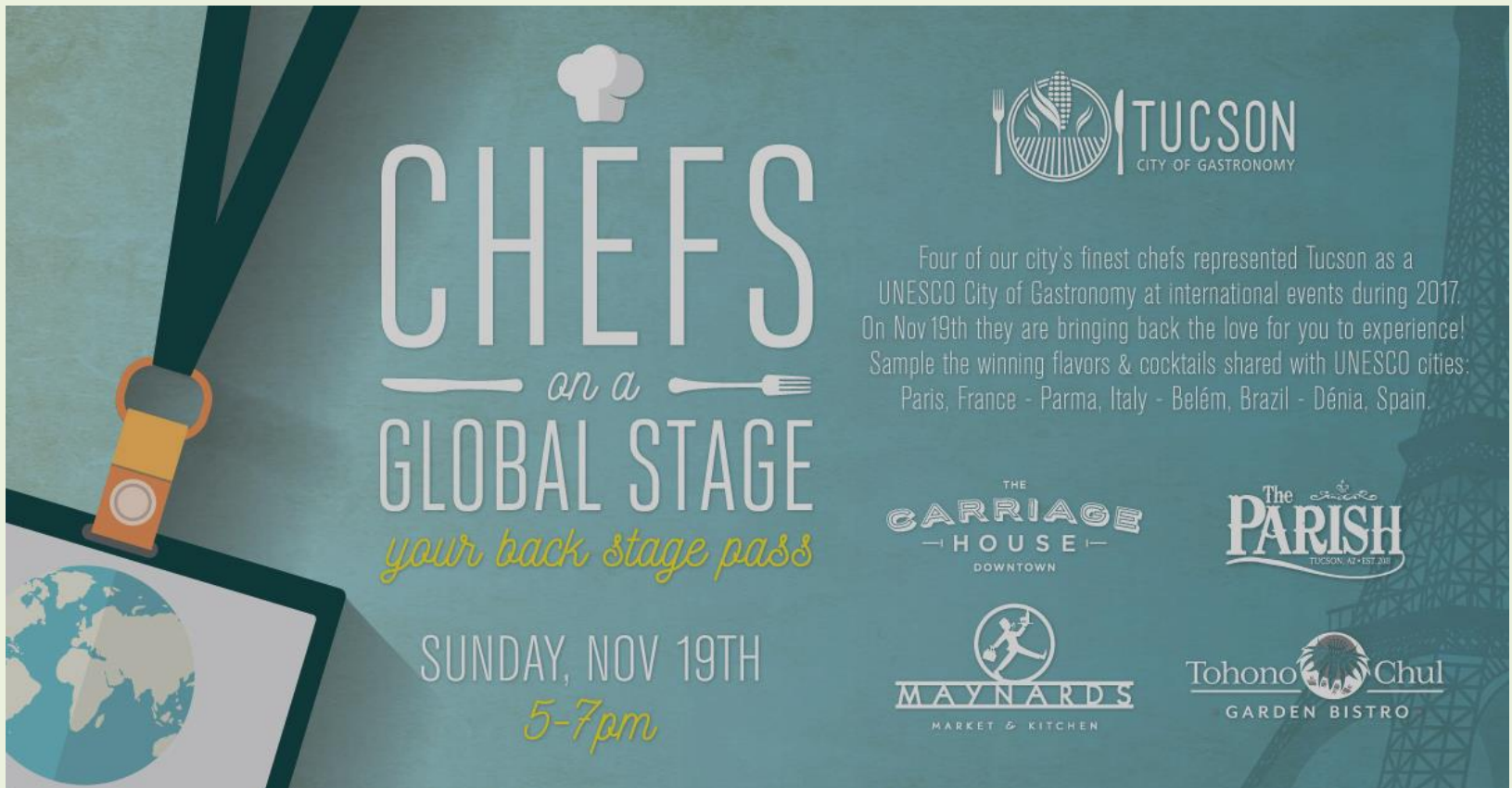
AFTER DESIGNATION

ANNUAL REPORTS ON “STATE OF TUCSON’S FOOD SYSTEM”




AFTER DESIGNATION

SPECIAL FUND CREATED FOR CHEF EXCHANGES WITH OTHER CITIES OF GASTRONOMY




CHEFS
— on a —
GLOBAL STAGE
your back stage pass


SUNDAY, NOV 19TH
5-7pm


 **TUCSON**
CITY OF GASTRONOMY

Four of our city's finest chefs represented Tucson as a UNESCO City of Gastronomy at international events during 2017. On Nov 19th they are bringing back the love for you to experience! Sample the winning flavors & cocktails shared with UNESCO cities: Paris, France - Parma, Italy - Belém, Brazil - Dénia, Spain.

 **THE CARRIAGE HOUSE**
DOWNTOWN

 **The PARISH**
TUCSON, AZ • EST. 2011

 **MAYNARDS**
MARKET & KITCHEN

 **Tohono Chul**
GARDEN BISTRO

AFTER DESIGNATION

HIRED PART-TIME STAFF AND CREATED UA STUDENT INTERNSHIPS



ECONOMIC IMPACTS OF DESIGNATION

INCREASES IN TRAVEL MEDIA VALUE AND TOURISM TAX REVENUES

- UNESCO designation has had a significant positive impact on Tucson's travel media coverage that did not have to be purchased.
- Prior to designation, this unpaid media value averaged \$5.5 million annually. In 2016 it increased to \$15.5 million, and currently exceeds \$30 million total since the designation.
- This significant jump in travel media coverage has helped stimulate the tourism economic sector to grow faster than the overall economy.
- Hotel revenue per available rooms up 13.5% in 2017 over year prior.

The New York Times

THE VANCOUVER SUN

Los Angeles
MAGAZINE

BBC
goodfood

 tripadvisor®



Smithsonian



NATIONAL
GEOGRAPHIC

smartasset™

foodtank 

FOOD & WINE

Chicago Tribune

ECONOMIC IMPACTS OF DESIGNATION

JOB AND BUSINESS GROWTH IN THE FOOD ECONOMY

DATA REFLECTING ECONOMIC IMPACTS OF DESIGNATION ON MEDIA, REVENUES, AND LOCAL FOOD ECONOMY DURING FIRST YEAR

MEASURE (CALENDAR 2016 OR FY2016)	DIFFERENCE
TRAVEL MEDIA COVERAGE, UNPAID = \$15.5M (AVG. \$5.5M)	+ 280%
CITY OF TUCSON TAX REVENUES (FY2016)	+ 4%
CITY OF TUCSON TAX REVENUES FROM FOOD BUSINESSES (FY2016)	+ 5%
CITY OF TUCSON TRANSIENT OCCUPANCY TAX REVENUES (FY2016)	+ 6%
METRO TUCSON LODGING ROOM-NIGHTS - MARCH 2017 v. MARCH 2016	+ 16%
PIMA COUNTY OVERALL JOB GROWTH RATE	+ 0.5%
PIMA COUNTY FOOD PREPARATION AND SERVING RELATED JOBS	+ 4%
NUMBER OF RESTAURANTS	+ 6%
NUMBER OF FOOD TRUCKS AND CARTS	+ 12%
PERMITS FOR FARMERS MARKET/SPECIAL EVENT VENDORS	+ 5%
NUMBER OF CATERERS	+ 24%
NUMBER OF FOOD MANUFACTURERS	+ 14%
NUMBER OF BOTTLERS	+ 150%
NUMBER OF LOCAL ARTISANAL FOOD PRODUCTS	+ 25%
NUMBER OF CRAFT BREWERS	+ 42%
NUMBER OF DISTILLERS	+ 100%
NUMBER OF FOOD DISTRIBUTORS	+ 12%

ECONOMIC IMPACTS OF DESIGNATION

NEW INITIATIVES ASSISTING LOW-INCOME FOOD ENTREPRENEURS

- Food business entrepreneurs with little or no capital are finding new sources for startup loans, including conventional loans from the Community Investment Corporation, and microloans from the Southern Arizona Community Food Bank.
- The YWCA of Southern Arizona has launched the Kitchen Business Incubator Program with a new community kitchen in South Tucson providing cooking space, business training, and mentoring for minority and low-income women seeking to start restaurants.
- A grant to the City of Tucson, Community Foundation of Southern Arizona, and Community Food Bank funded a food system assessment to identify barriers, needs, and investment opportunities for strengthening the food-based economy and addressing food and economic security of the low-income, mostly Latino community along South 12th Avenue.



ECONOMIC IMPACTS OF DESIGNATION

NEW OR EXPANDED FOOD FESTIVALS

New in 2016:

- The Tucson 23 Mexican Food Festival
- Grapes to Glass wine festival
- VegFest Tucson

Expanded in 2016:

- Tucson Craft Beer Crawl
- Agave Heritage Week

New in 2017:

- Arizona Wine Founders Festival at the Farm
- Hacienda del Sol Heritage Foods Festival
- 12th Avenue Music & Food Festival
- Main Gate Square Culinary Challenge

Expanded in 2017:

- SAVOR Food and Wine Festival
- Agave Heritage Festival
- Iron Chef Tucson Culinary Experience

The background image shows a community garden with several raised garden beds. Two people, a man and a woman, are working in the beds. The man is on the left, wearing a blue and green plaid shirt, and the woman is on the right, wearing a green and blue plaid shirt. They are both focused on their work. The garden is filled with various plants, including leafy greens and herbs. In the background, there are trees and a mountain range under a cloudy sky.

MANAGEMENT OF DESIGNATION

- THE NON-PROFIT 'TUCSON CITY OF GASTRONOMY' WITH A BOARD REPRESENTING KEY STAKEHOLDERS WAS FORMED TO MANAGE THE REQUIREMENTS AND ACTIVITIES RELATED TO THE DESIGNATION.
- THE COMMISSION ON FOOD SECURITY, HERITAGE AND ECONOMY SERVES AN ADVISORY ROLE TO THE BOARD.
- 'TUCSON CITY OF GASTRONOMY' AND A LOGO ARE TRADEMARKED.
- A THREE-YEAR STRATEGIC PLAN AND BUDGET FOR THE NON-PROFIT HAVE BEEN DEVELOPED.
- A REPORT DOCUMENTING THE ACTIVITIES AND ECONOMIC IMPACTS DURING THE FIRST 16 MONTHS WAS PREPARED.

PRIORITIES IN 2018

- Partnership with Visit Tucson to develop culinary tourism itineraries and smart phone applications, a strategic plan for annual food events, and a new annual food festival.
- Annual awards recognizing innovative/transformational food-related business startups, projects, organizations, and individuals.
- Continued collaboration with UA Center for Regional Food Studies on annual report on activities related to the designation, and tracking changes in the local food system.
- Criteria for certifying “Tucson City of Gastronomy Restaurants” to promote locally owned restaurants and connect them to the local food system in positive ways.
- Develop a training program to create a diverse pool of chefs prepared to represent Tucson as a UNESCO City of Gastronomy.
- Compilation of a recipe book of traditional breads of 100 Creative Cities.
- Mapping community food assets for an interactive website.
- Sponsoring an assessment of current community outreach programs teaching “healthy eating;” will include recommendations on filling gaps and increasing impacts.



LEARN MORE:

tucson.cityofgastronomy.org

QUESTIONS?

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